

IN THE CLAIMS

Claims 1-30 (Canceled).

31. (Currently Amended) A method comprising:
receiving content and an advertisement on an end-user receiver;
storing said content and said advertisement in a cache coupled to said receiver;
~~allowing the use of~~ accessing said cached content to use the cached content in a
playback mode;
during the ~~use~~ playback of said content, detecting a change in the ~~use of~~ access to
said content from a said playback mode to another mode; and
in response to said detecting, retrieving an advertisement from said cache to
display said advertisement during said another mode.
32. (Currently Amended) The method of claim 31 wherein detecting a change in the
~~use of~~ access to said content includes detecting a pause in the playback of said content.
33. (Currently Amended) The method of claim 31 wherein ~~allowing the use of~~
accessing said cached content includes receiving instructions to control the storage of said
content, and controlling access to said content in accordance with said instructions.
34. (Currently Amended) The method of claim 33 wherein ~~allowing the use of~~
accessing said cached content includes receiving instructions to limit the number of times the
content may be accessed for use.
35. (Previously Presented) The method of claim 31 including identifying content
used on the receiver and the advertisement displayed by the receiver, and collecting information
to enable a credit to a content provider for said displayed advertisement.

36. (Previously Presented) The method of claim 35 wherein identifying includes identifying content and an advertisement based on a time relationship between the used content and the displayed advertisement.

37. (Previously Presented) The method of claim 35 wherein identifying includes identifying the order in which said content was selected for use and said advertisement was displayed to determine if said advertisement and said content are to be associated.

38. (Previously Presented) The method of claim 35 including reporting, to a remote processor-based system, information to enable crediting a particular content provider based on the advertisement displayed in association with the content provider's used content item.

39. (Previously Presented) The method of claim 35 wherein collecting information includes receiving a user content selection and identifying an advertisement to associate with said content.

40. (Previously Presented) The method of claim 35 wherein collecting information includes collecting information about the frequency in which a content item is selected for use on said receiver.

41. (Currently Amended) A medium for storing instructions that, when executed, enable a processor-based system to:

receive content and an advertisement on a receiver that is under the control of a consumer of the content;

store said content, including an interruptible content portion, and said advertisement in a cache coupled to said receiver, said storage to enable repetitive retrieval of said content item by said end user;

find a place to insert said advertisement while said portion is still stored in said cache;

identify content used on the receiver and the advertisement inserted by the receiver; and

report, to a remote processor based system, information to credit a particular content provider based on the advertisement inserted in said content portion and output for display.

42. (Previously Presented) The medium of claim 41 further storing instructions that, when executed, enable the receiver to associate a displayed advertisement and content item based on a temporal relationship.

43. (Previously Presented) The medium of claim 42 further storing instructions that, when executed, enable the receiver to accrue a credit to the provider of content that is temporally proximate to the advertisement.

44. (Previously Presented) The medium of claim 43 further storing instructions that, when executed, enable the receiver to accrue credit to a content provider based on the amount of content selected for play on said receiver.

45. (Previously Presented) The medium of claim 44 further storing instructions that, when executed, enable the receiver to report to a remote processor-based system information about what content was played with an advertisement.

46. (Previously Presented) The medium of claim 45 further storing instructions that, when executed, enable the receiver to select an advertisement based in part on the content being played on said receiver.

47. (Previously Presented) The medium of claim 41 further storing instructions that, when executed, enable the receiver to receive a user content selection and identify an advertisement to associate with said content.

48. (Previously Presented) The medium of claim 41 further storing instructions that, when executed, enable a processor-based system to enable a variety of content to be selected for play at any time.

49. (Previously Presented) The medium of claim 41 further storing instructions that, when executed, enable a processor-based system to allow playback of content stored on said receiver according to instructions stored on said receiver.

50. (Previously Presented) The medium of claim 49 further storing instructions that, when executed, enable a processor-based system to playback content stored on said receiver according to instructions that allow access to said content only at certain times.

51. (Currently Amended) A system comprising:
a personal-use receiver to receive content ~~including an interruptible content~~
~~portion~~ and an advertisement;
a cache, coupled to said receiver, to store said content, said advertisement, and instructions that enable said receiver to detect, during play of a particular content item that is being accessed from said cache, an interruption in the access of said particular content item, the interruption based on a user's unique pattern of usage of the particular content item ~~associate an advertisement with said cached content and~~ to collect information to enable a credit to a content provider for an advertisement displayed in association with said content; and
an interface, in said receiver, ~~to find a place to insert an advertisement for display in response to detecting the change in the access to the particular content item~~ said portion while said portion is still stored in said cache, insert said advertisement in said portion, and output for display, said portion with an inserted advertisement.

52. (Previously Presented) The system of claim 51 wherein said system is a television receiver.

53. (Previously Presented) The system of claim 51 wherein said cache stores instructions that enable the receiver to identify an advertisement that is proximate in time to the content.

54. (Previously Presented) The system of claim 53 wherein said cache stores instructions that enable the receiver to accrue credit to the provider of content that is proximate to the advertisement.

55. (Previously Presented) The system of claim 54 wherein said cache stores instructions that enable the receiver to accrue credit to a content provider based upon the amount of content selected for play on the receiver.

56. (Previously Presented) The system of claim 51 wherein said cache stores instructions that enable the receiver to report to a remote processor-based system information about what content was played with an advertisement.

57. (Previously Presented) The cache of claim 56 further storing instructions that enable the receiver to receive a user content selection and identify an advertisement to associate with the content.

58. (Previously Presented) The system of claim 51 wherein said receiver to insert the advertisement in said content in response to the detection of a pause in the playback of said content.

59. (Previously Presented) The system of claim 51 wherein said interface to allow limited access to said content.

60. (Previously Presented) The system of claim 51 wherein the receiver enables a variety of content to be selected for play at any time.

61. (New) The system of claim 51 wherein said receiver to prevent access to said cached content item after said interruption until play of at least one advertisement is completed.